

GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: August 28, 2007)

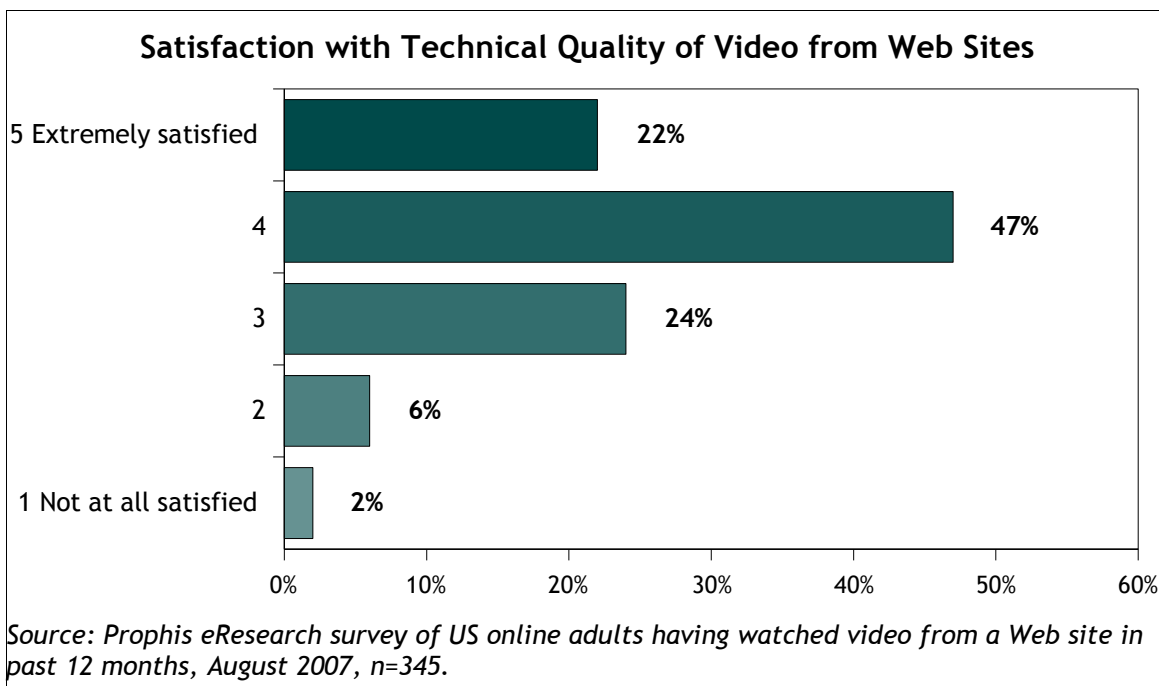
Internet Audience Huge While Technical Viewing Quality Lags

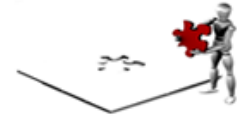
Tens of millions of US adults already watching online

According to an August 2007 representative survey of 757 US adults conducted by Prophis eResearch (www.prophis.com), 46% of US online adults – an estimated 67 million – have watched streaming video or TV content via a Website service (i.e. such as YouTube or abc.com). Email is also a popular launch pad for video content, with 33% or an estimated 48 million US adults having viewed a file sent to their inbox in the past 12 months.

Lack of satisfaction with technical quality an issue for most

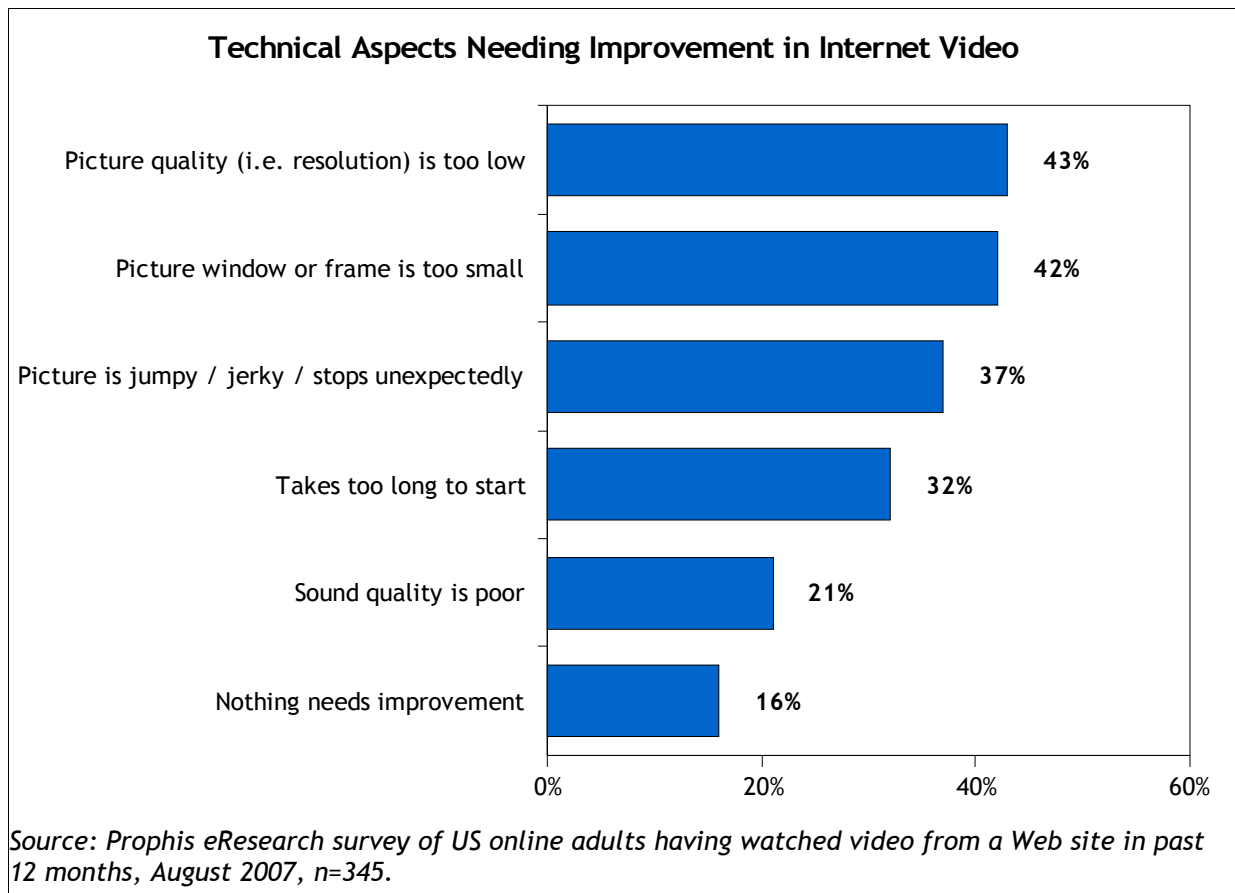
While the amount of available video content is enormous on the Internet, the technical quality of viewing experience leaves considerable room for improvement. Only 22% of the sample was completely satisfied with the picture and sound quality of what they experience, with about four in five dissatisfied to some extent.





Quality challenges abound

The most pervasive problems are primarily related to the quality of the video. Fully 43% said that the picture resolution was too low and 42% said the picture was too small. Next most often mentioned were issues more directly related to the speed and predictability of the transmission of data, with 36% saying that the picture was jumpy or jerky and 32% said that the video clip simply took too long to get started. While most of the issues more directly affected video, 21% of those watching video from a Web site in the past 12 months mentioned that sound quality was also impacted negatively. Only 17% of those who viewed video content via a Web site in the last year said the quality was good as-is.



Additional information: Prophis Research and Consulting Inc, which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver (Canada). Prophis delivers a range of marketing research services to clients, including original custom research with its panel of US adult consumers. For more information about the findings presented in this release or for information about Prophis Research's panel research services, please contact Stuart Hemerling at shemerling@prophis.com.